



Training Plan for Business Administration Students in Marketing and Accounting: Intervention on the Difficulties in Research Writing

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Abstract – Successful feasibility Study and research writing depends on the competencies of writers because it might be a challenge for students to complete the study if identified difficulties were not addressed. This study aims to solve the difficulties of junior business administrators in writing a research paper and feasibility study through a training plan. The fourth-year graduating students are the respondents of the study, where a self-made validated questionnaire by the experts was utilized to measure the improvement of students in writing research after the training. The result shows that the majority of the respondents improved their own skills in the market and financial study. It is recommended that the training plan should be conducted yearly to improve the competencies of future students.

Keywords – feasibility study, training plan

INTRODUCTION

Writing a Feasibility Study might be a challenge for students especially in determining the viability of the business. As the planning stage is important to determine the projected result of the business (Matherne, 2004), junior business managers need to develop expertise in order to realize the goal.

As mentioned by Investopedia that “a feasibility study is an analysis that takes all of a project's relevant factors into account,” that includes the organizational, market, technical, financial and socio-economic that is needed in completing the project successfully (*Feasibility Study Definition*, n.d.). The students need to understand different feasibility criteria in order to attain the project relevant factors into account.

In the curriculum of the BS Business Administration, Accounting Principles and Partnership and Corporation are being taught during the Sophomore years. The institutional format of the feasibility study of the PSU Lingayen campus is consists of different chapters and formatted as a research output. Based on the previous study conducted by the college, most of the students are having a problem with Market and Financial Feasibility. It was identified that most of the students consider the Preparation of Financial Statements is the most difficult in all parts of the feasibility study. The financial study includes financial statements and analysis and other financial considerations (*Learn*

How to Write a Financial Feasibility Study, n.d.; Siegrist & Chambaz, 2012). Marketing Management and Accounting in the program is being taught during the sophomore years, the same with Accounting courses. Both market and financial studies are an important component of the feasibility study in order to determine the marketability of the proposed business and future organization.

Research Objective

The main objective of this study is to create a training plan based on the difficulties of Junior Business Administrators in writing a research paper and feasibility study contents.

Scope and Delimitation

The study is limited to the enrolled fourth-year students of Bachelor of Science in Business Administration from Pangasinan State University taking up Feasibility Study for the 2nd semester school year 2019 – 2020.

The Significance of the Study

This intervention may increase the required skills and competencies of the students in writing Feasibility Study and research.

METHODOLOGIES

The questionnaire was adopted from the format of the feasibility study which determines the

weakness of the group. The training was formulated based on the level of difficulties of the students, and a training plan was created.

Class group chat through messenger was used to float the questionnaire. The respondents are the students of Pangasinan State University with the Business Administration program.

Questionnaires were converted to google forms and links were shortened using Bit.ly, and the answers were tabulated using a spreadsheet (Orlanda-Ventayen & Ventayen, 2017; Ventayen & Ventayen, 2018).

RESULTS AND DISCUSSION

. It was identified that most of the students consider the Preparation of Financial Statements is the most difficult in all parts of the feasibility study followed by the contents of the Market Study.

Table 1 Difficulties of Students

Parts of the Feasibility Study	AWM	DE
Financial Study [Preparation of Financial Statements]	1.96	Difficult
Financial Study [Financial Analysis]	2.00	Difficult
Market Study [Sales Forecast]	2.07	Difficult

Table 2 Training Plan

Parts	Identified Difficulties	Required Knowledge	Training Design
Financial Study	Financial Analysis	Computation of Financial Analysis	Part 1: Total Project cost, Financing the Project and Major Assumptions.
	Major Assumption	Preparation of Major Assumptions	
	Preparation of Financial Statements	Preparation of Financial Statements	Part 2: Preparation of Income Statement, Balance Sheet and Cashflows for Service, Merchandise, Manufacturing and Hybrid Business
	Sources of Financing the Project	Finding Project Financing	
	Total Project Cost	Preparation of Total Project Cost	Part 3: Computation of Payback Period and Rate of Return
Market Study	Demand and Supply Analysis	Analysis of Demand and Supply	Part 1: Introduction to Market Study with Demand and Supply Analysis
	Market Share	Predicting Market Share	

Market Study [Market Share]	2.10	Difficult
Financial Study [Total Project Cost]	2.22	Difficult
Market Study [Demand and Supply Analysis]	2.28	Difficult
Financial Study [Major Assumption]	2.35	Difficult
Financial Study [Sources of Financing the Project]	2.40	Difficult
Market Study [Key Players and Competitors]	2.41	Difficult
Market Study [Marketing Strategies]	2.49	Difficult

Based on the difficulties of the Students, a proposed training plan was created. First, the identified difficulties of the students are divided into two. The first part is the Financial Study, followed by Financial Study. As shown in Table 2, the Identified difficulties are Financial Analysis, Major Assumptions, Preparation of Financial Statements and Total Project Cost. For the market study, the identified difficulties are demand & supply, market share and sales forecast. Based on the identified difficulties, the researcher determines the required knowledge and created a proposed training design for the students.

	Sales Forecast	Predicting Sales Forecast	Part 2: Computation of Sales Forecast and Market Share
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Training Plan

After determining the difficulties of the students. The training was conducted and revision of syllabus that focuses on the Market and Financial Feasibility was adjusted to additional hours. Table 3

shows the Previous result before conducting the regular writing session and intervention. Where it was found out that there is an improvement in student's level of knowledge since it decreases the level of difficulties in different parts of the feasibility study.

Table 3 Shows the Difference before and after the intervention

Parts of Feasibility Study	Previous	Current	Diff.	Previous	Current
Market Study [Sales Forecast]	1.94	2.56	0.62	Difficult	Neutral
Financial Study [Financial Analysis]	1.97	2.41	0.44	Difficult	Neutral
Financial Study [Preparation of Financial Statements]	1.98	2.45	0.47	Difficult	Neutral
Market Study [Market Share]	2.00	2.78	0.78	Difficult	Neutral
Financial Study [Total Project Cost]	2.18	2.99	0.81	Difficult	Neutral
Market Study [Demand and Supply Analysis]	2.25	3.21	0.96	Difficult	Neutral
Financial Study [Major Assumption]	2.30	3.01	0.71	Difficult	Neutral
Financial Study [Sources of Financing the Project]	2.34	3.25	0.91	Difficult	Neutral
Market Study [Marketing Strategies]	2.38	3.25	0.87	Difficult	Neutral
Market Study [Key Players and Competitors]	2.39	3.45	1.06	Difficult	Neutral
Technical Study [Plant Location and Layout]	2.51	3.65	1.14	Neutral	Easy
Technical Study [Plant Size and Production Schedule]	2.52	3.25	0.73	Neutral	Neutral
Market Study [Marketing Background]	2.59	3.32	0.73	Neutral	Neutral
Market Study [Target Market]	2.66	3.25	0.59	Neutral	Neutral
IMRAD Format [Methodologies]	2.67	3.84	1.17	Neutral	Easy
IMRAD Format [Results and Discussion]	2.70	3.25	0.55	Neutral	Neutral
Technical Study [Manufacturing / Production / Service Process]	2.70	3.45	0.75	Neutral	Neutral
Other Part of Research Study [Formatting]	2.74	3.25	0.51	Neutral	Neutral
Market Study [SWOT Analysis]	2.77	3.21	0.44	Neutral	Neutral
Other Part of Research Study [APA Referencing]	2.77	3.22	0.45	Neutral	Neutral
Other Part of Research Study [Appendices]	2.77	3.44	0.67	Neutral	Neutral
Technical Study [Building & Facilities]	2.80	3.25	0.45	Neutral	Neutral
Other Part of Research Study [Tables and Figures]	2.80	3.40	0.60	Neutral	Neutral
Technical Study [Raw Materials and Supplies]	2.80	3.45	0.65	Neutral	Neutral
IMRAD Format [Introduction]	2.81	3.85	1.04	Neutral	Easy
Technical Study [Machinery & Equipment]	2.82	3.45	0.63	Neutral	Neutral
Technical Study [The Product / Service / Offerings]	2.83	3.25	0.42	Neutral	Neutral
Technical Study [Utilities]	2.89	3.25	0.36	Neutral	Neutral
Summary, Conclusions and Recommendations [Summary]	2.91	3.45	0.54	Neutral	Neutral
Summary, Conclusions and Recommendations [Conclusions]	2.91	3.52	0.61	Neutral	Easy
Organization and Management [Compensation and Salaries]	2.92	3.24	0.32	Neutral	Neutral

Summary, Conclusions and Recommendations [Recommendations]	2.95	3.44	0.49	Neutral	Neutral
Organization and Management [Project Schedule]	2.99	3.52	0.53	Neutral	Easy
Socio-Economic Study [Contribution to Economy]	3.00	4.28	1.28	Neutral	Easy
Socio-Economic Study [Contribution to Society]	3.02	4.25	1.23	Neutral	Easy
Organization and Management [Manpower Requirement]	3.03	3.52	0.49	Neutral	Easy
Organization and Management [Vision, Mission, Goals, and Objectives]	3.04	3.41	0.37	Neutral	Neutral
Introduction [Background of the Study]	3.05	4.02	0.97	Neutral	Easy
Technical Study [Waste Disposal]	3.07	4.02	0.95	Neutral	Easy
Organization and Management [Organizational Structure]	3.09	3.45	0.36	Neutral	Neutral
Introduction [Operational Definition]	3.12	3.44	0.32	Neutral	Neutral
Introduction [Significance of the Study]	3.13	3.85	0.72	Neutral	Easy
Introduction [Objectives of the Study]	3.14	3.99	0.85	Neutral	Easy
Organization and Management [Business Name]	3.25	3.56	0.31	Neutral	Easy
Organization and Management [Form of Ownership]	3.30	3.84	0.54	Neutral	Easy

Syllabus Enhancement

This action research is also an input for syllabus enhancement. Mapping of difficulties into the Accounting and Marketing courses that identify the needed requirements in feasibility study writing should be integrated and emphasized in the lesson.

Marketing Management course should include the computation of the Market Share, Sales Forecast, Demand and Supply as an input to the Financial Study part of the feasibility study. While Advance Accounting should include a 5-year computation of projected financial statements such as Income Statement, Cash Flows, and Balance Sheet. This syllabi enhancement would equip students to be ready in feasibility study writing.

CONCLUSIONS

Despite the difficulties, intervention could contribute to the increase of knowledge to the students. Identified difficulties are the contents of the market and financial study which aims to determine the required knowledge and created a proposed training design for the students. After the training and adjustment of the syllabus was implemented, it was found out that the intervention was effective.

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